

# Annuities DATA-AT-A-GLANCE

From the Cramer Annuity Roundtable – Clearwater Beach

MAR  
**31**  
2021

CRAMER  
+associates

**\$170,297**

Average Annuity Revenue per Advisor

**12%**

Annuity Sales  
CAGR 2017 to 2021

**\$3,629,118**

Total Average Annual Annuity  
Sales per Advisor

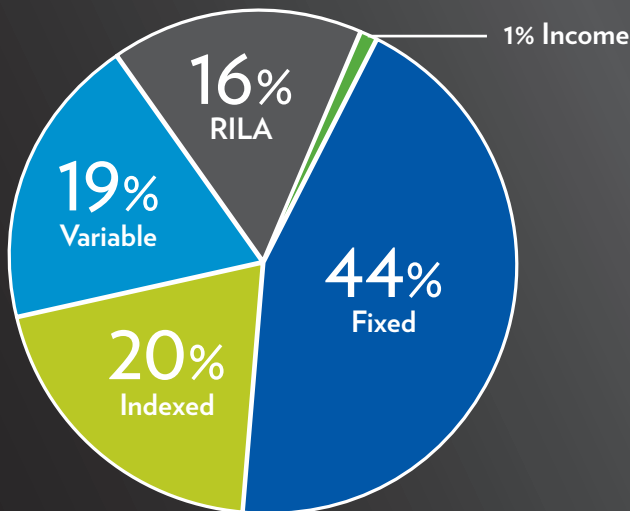
Here's the breakdown by product type:

**\$475,078**  
RILA

**\$483,040**  
Variable

**\$920,041**  
Indexed

**\$1,750,959**  
Fixed



2021 Annuity Product Mix

**31%**

Annuity Revenue as a  
% of BD Total Revenue

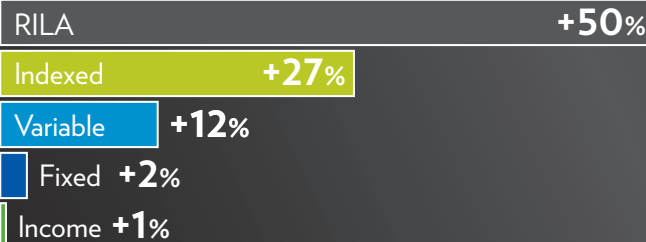
**\$533m**

Average Annuity  
Sales per Annuity  
Product Manager

Annuity Sales Growth 2020 to 2021

**8%**

Annuity Sales  
per Advisor Growth  
2020 to 2021



**\$3,629,118**

Annuity Sales per Advisor in 2021